

Trade Mission to Central America

March 7-12, 2004



USDA/FAS-SPONSORED TRADE MISSION TO EL SALVADOR and PANAMA Limited to 12 participants

Visit two countries and meet buyers from six!

WHY CENTRAL AMERICA?

- In 2002, the six countries represented on this trade mission (Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama) imported \$339 million in high-value food products from the United States.
- More women are joining the work force, increasing demand for convenience foods.
- The retail sector is consolidating. Supermarkets now account for 39 percent of retail sales.
- Consumers view U.S. foods as wholesome, high quality, and innovative.

BEST PRODUCT PROSPECTS

Dairy products including cheese and cheese curd, snack foods, flour, food ingredients, spices, cooking oils, soups, preserved meats, flour, salmon, upscale ready-to-eat products, tree nuts, wine, beer, processed/preserved fruits and vegetables, and pet foods.

Call (202) 720-2075 for more details

ABOUT CENTRAL AMERICA

This mission focuses on retail and the hotel/restaurant market in six countries – Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua, and Panama.

Together, these countries have a population of 30 million consumers who eagerly consume U.S. products. These countries imported a total of \$1.3 billion from the United States last year. Tourism is growing, creating demand for wine, spirits, and imported foods in the hotel and restaurant sectors.

WHY GO ON AN FAS TRADE MISSION? IN JUST FIVE DAYS, YOU WILL:

- Learn about the Central American market from FAS and industry representatives.
- Go on guided tours of supermarkets and retail outlets.
- Meet informally with major market players at a reception hosted by FAS.
- Exhibit your products at a product display with qualified trading partners.
- Have at least 14 one-on-one meetings with top importers, supermarket buyers, chefs, and food and beverage managers who are interested in your product line!

Application Deadline: January 15, 2004 (application form by request)

Cost: ~~\$999.00~~ **\$850.00** if you sign up by December 15!

Fee includes all mission activities. The fee does not cover airfare, hotel, meals, or incidentals.

Eligible expenses are reimbursable through the MAP branded program, administered by commodity organizations and state regional trade groups.

Contact Information

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(Subject to Change)



El Salvador

Sunday, March 7 First Day of Mission	Arrive in San Salvador by 4 p.m. Brief orientation meeting at hotel
Monday, March 8 8 a.m. to 5 p.m.	Country briefing by FAS Supermarket and city tour
Tuesday, March 9 8:00 – 9:00 am 9:00 a.m. – 1:00 p.m. 1:00 – 2:30 p.m. 3 p.m. on	Set up product display Product display Luncheon with qualified trading partners Time for impromptu meetings or visits to buyer offices
Wednesday, March 10 10:00 a.m. - 5:00 p.m.	Seven one-on-one meetings Depart for Panama

Panama

Wednesday, March 10	Arrive in Panama City
Thursday, March 11	Market briefing by FAS Industry speaker One-on-one meetings Product display Evening reception with trading partners (tentative)
Friday, March 12	One-on-one meetings Mission ends

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